

Contract # 48001

Schedule Dates

09/14/12-09/23/12

Advertiser

CROSSROADS GPS-POLITICAL (3050)

Agency

Crossroads Media, LLC (2105)

Product

POLITICAL ISSUE (1052)

Brand

Est 984 (27646)

Salesperson

Shiebler, Charles (1011)

Sales Office

WHDH

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977



Crossroads Media, LLC  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Date Entered

09/12/12

Last Modified

09/12/12

Entered By

Charles Shiebler

CO-OP

Headline #

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$41,377.50

Net Total

\$234,472.50

Sales Tax

WHDH Boston (WHDH)

By Broadcast Month

Sep. 2012

Grand Total:

Rate

122

\$275,850.00

122

\$275,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	5A- 5:30A (ET)	1		1	1	1	1			3	\$800.00	\$2,400.00	WHDH Boston (WHDH)		9/12/12
2.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	5:30A- 6A (ET)						1			1	\$800.00	\$800.00	WHDH Boston (WHDH)		9/12/12
3.0	Normal Line / SPOT	09/18/12-09/20/12	4	:30	5:30A- 6A (ET)			1	1	1				2	\$800.00	\$1,600.00	WHDH Boston (WHDH)		9/12/12
4.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	8A- 9A (ET)						1			1	\$3,500.00	\$3,500.00	WHDH Boston (WHDH)		9/12/12
5.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	8A- 9A (ET)	1	1	1	1	1	1			5	\$3,500.00	\$17,500.00	WHDH Boston (WHDH)		9/12/12
6.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	9A- 9:30A (ET)	1		1	1	1	1			3	\$1,500.00	\$4,500.00	WHDH Boston (WHDH)		9/12/12
7.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	9:30A- 10A (ET)						1			1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		9/12/12
8.0	Normal Line / SPOT	09/18/12-09/20/12	4	:30	9:30A- 10A (ET)			1	1	1				2	\$1,500.00	\$3,000.00	WHDH Boston (WHDH)		9/12/12
9.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	10A- 11A (ET)						1			1	\$1,000.00	\$1,000.00	WHDH Boston (WHDH)		9/12/12
10.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	10A- 11A (ET)	1	1	1	1	1	1			5	\$1,000.00	\$5,000.00	WHDH Boston (WHDH)		9/12/12
11.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	12P- 12:30P (ET)						1			1	\$1,000.00	\$1,000.00	WHDH Boston (WHDH)		9/12/12
12.0	Normal Line / SPOT	09/18/12-09/20/12	4	:30	12P- 12:30P (ET)			1	1	1				2	\$1,000.00	\$2,000.00	WHDH Boston (WHDH)		9/12/12
13.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	12:30P- 1P (ET)	1		1	1	1	1			3	\$1,000.00	\$3,000.00	WHDH Boston (WHDH)		9/12/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date

Accepted-Station

Date

Comments:

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Agency

Crossroads Media, LLC (2105)

Product

POLITICAL ISSUE (1052)

Brand

Est 984 (27646)

Salesperson

Shiebler, Charles (1011)

Sales Office

WHDH

Buyer Name

/

Phone/Fax

984

CPE

Local/Political Issue Agency

Account Types

Standard

Billing Type

Standard

Comments

WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977



Crossroads Media, LLC  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Date Entered 09/12/12

Last Modified 09/12/12

Entered By Charles Shiebler

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$41,377.50

Net Total \$234,472.50

Sales Tax

WHDH Boston (WHDH)

By Broadcast Month Spots Rate

Sep. 2012 122 \$275,850.00

Grand Total: 122 \$275,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	1P- 2P (ET)	1						1		1	\$1,000.00	\$1,000.00	WHDH Boston (WHDH)		9/12/12
15.0	Normal Line / SPOT	09/18/12-09/20/12	4	:30	1P- 2P (ET)			1	1	1				2	\$1,000.00	\$2,000.00	WHDH Boston (WHDH)		9/12/12
16.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	2P- 3P (ET)		1		1	1	1			3	\$750.00	\$2,250.00	WHDH Boston (WHDH)		9/12/12
17.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	3:30P- 4P (ET)	1								1	\$750.00	\$750.00	WHDH Boston (WHDH)		9/12/12
18.0	Normal Line / SPOT	09/18/12-09/20/12	4	:30	3:30P- 4P (ET)		1	1	1	1				3	\$750.00	\$2,250.00	WHDH Boston (WHDH)		9/12/12
19.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	4P- 4:30P (ET)	1								1	\$1,800.00	\$1,800.00	WHDH Boston (WHDH)		9/12/12
20.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	4P- 4:30P (ET)		1	1	1	1	1			5	\$1,800.00	\$9,000.00	WHDH Boston (WHDH)		9/12/12
21.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	4:30P- 5P (ET)		1	1	1	1	1			5	\$2,000.00	\$10,000.00	WHDH Boston (WHDH)		9/12/12
22.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	4:30P- 5P (ET)	1								1	\$2,000.00	\$2,000.00	WHDH Boston (WHDH)		9/12/12
23.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	5P- 5:30P (ET)	1								1	\$2,000.00	\$2,000.00	WHDH Boston (WHDH)		9/12/12
24.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	5P- 5:30P (ET)		1	1	1	1	1			5	\$2,000.00	\$10,000.00	WHDH Boston (WHDH)		9/12/12
25.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	5:30P- 6P (ET)		1	1	1	1	1			5	\$2,200.00	\$11,000.00	WHDH Boston (WHDH)		9/12/12
26.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	5:30P- 6P (ET)	1								1	\$2,200.00	\$2,200.00	WHDH Boston (WHDH)		9/12/12
27.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	6P- 6:30P (ET)	1								1	\$2,800.00	\$2,800.00	WHDH Boston (WHDH)		9/12/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station

Date

Comments

Sunbeam Television Corporation, WHDH-TV, WLVI-TV, ThisTV does not discriminate on the basis of race, ethnicity, gender or national origin in any of its advertising practices.





WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977

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09/14/12-09/23/12

### Advertiser

CROSSROADS GPS-POLITICAL (3050)

### Agency

Crossroads Media, LLC (2105)

### Product

POLITICAL ISSUE (1052)

### Brand

Est 984 (27646)

### Salesperson

Shiebler, Charles (1011)

### Sales Office

WHDH

### Buyer Name

/

### Phone/Fax

/

### CPE

984

### Account Types

Local/Political Issue Agency

### Billing Type

Standard

### Comments

Crossroads Media, LLC  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Date Entered 09/12/12

Last Modified 09/12/12

Entered By Charles Shiebler

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$41,377.50

Net Total \$234,472.50

Sales Tax

WHDH Boston (WHDH)		
By Broadcast Month	Spots	Rate
Sep. 2012	122	\$275,850.00
<b>Grand Total:</b>	<b>122</b>	<b>\$275,850.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
28.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	6P- 6:30P (ET)	1	1	1	1	1	1			5	\$2,800.00	\$14,000.00	WHDH Boston (WHDH)		9/12/12
29.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	7P- 7:30P (ET)							1		1	\$2,500.00	\$2,500.00	WHDH Boston (WHDH)		9/12/12
30.0	Normal Line / SPOT	09/18/12-09/20/12	4	:30	7P- 7:30P (ET)			1	1	1				2	\$2,500.00	\$5,000.00	WHDH Boston (WHDH)		9/12/12
31.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	7:30P- 8P (ET)	1	1	1	1	1				3	\$2,500.00	\$7,500.00	WHDH Boston (WHDH)		9/12/12
32.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	7:57P- THE VOICE	1	1							1	\$20,000.00	\$20,000.00	WHDH Boston (WHDH)		9/12/12
33.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	10:59P- 7 News at 11 PM					1	1			1	\$4,000.00	\$4,000.00	WHDH Boston (WHDH)		9/12/12
34.0	Normal Line / SPOT	09/18/12-09/20/12	4	:30	10:59P- 7 News at 11 PM			1	1	1				2	\$4,000.00	\$8,000.00	WHDH Boston (WHDH)		9/12/12
35.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	11:34P- THE TONIGHT SHOW w/ JAY LENO	1	1	1	1	1				3	\$2,000.00	\$6,000.00	WHDH Boston (WHDH)		9/12/12
36.0	Normal Line / SPOT	09/18/12-09/18/12	4	:30	7:57P- THE VOICE			1						1	\$20,000.00	\$20,000.00	WHDH Boston (WHDH)		9/12/12
37.0	Normal Line / SPOT	09/20/12-09/20/12	4	:30	10P- ROCK CENTER WITH BRIAN WILLIAMS				1	1				1	\$8,500.00	\$8,500.00	WHDH Boston (WHDH)		9/12/12
38.0	Normal Line / SPOT	09/21/12-09/21/12	4	:30	10P- DATELINE						1			1	\$8,500.00	\$8,500.00	WHDH Boston (WHDH)		9/12/12
39.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	10P- DATELINE						1			1	\$8,500.00	\$8,500.00	WHDH Boston (WHDH)		9/12/12
40.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	6A- 7A (ET)							1		1	\$450.00	\$450.00	WHDH Boston (WHDH)		9/12/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Accepted-Station

Date

Comments

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WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977

## Contract # 48001

### Schedule Dates

09/14/12-09/23/12

### Advertiser

CROSSROADS GPS-POLITICAL (3050)

### Agency

Crossroads Media, LLC (2105)

### Product

POLITICAL ISSUE (1052)

### Brand

Est 984 (27646)

### Salesperson

Shelbler, Charles (1011)

### Sales Office

WHDH

### Buyer Name

/

### Phone/Fax

984

### CPE

Local/Political Issue Agency

### Account Types

Standard

### Billing Type

Standard

### Comments

Crossroads Media, LLC  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Date Entered 09/12/12

Last Modified 09/12/12

Entered By Charles Shelbler

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$41,377.50

Net Total \$234,472.50

Sales Tax

### WHDH Boston (WHDH)

By Broadcast Month Spots Rate

Sep. 2012 122 \$275,850.00

Grand Total: 122 \$275,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
41.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	6A- 7A (ET)	1						1		1	\$450.00	\$450.00	WHDH Boston (WHDH)		9/12/12
42.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	7A- 8A (ET)	1						1		1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		9/12/12
43.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	7A- 8A (ET)	1						1		1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		9/12/12
44.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	8A- 9A (ET)	1						1		1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		9/12/12
45.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	8A- 9A (ET)	1						1		1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		9/12/12
46.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	9A- 10A (ET)	1						1		1	\$1,800.00	\$1,800.00	WHDH Boston (WHDH)		9/12/12
47.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	9A- 10A (ET)	1						1		1	\$1,800.00	\$1,800.00	WHDH Boston (WHDH)		9/12/12
48.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	10A- 11A (ET)	1						1		1	\$1,800.00	\$1,800.00	WHDH Boston (WHDH)		9/12/12
49.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	10A- 11A (ET)	1						1		1	\$1,800.00	\$1,800.00	WHDH Boston (WHDH)		9/12/12
50.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	6P- 7 News at 6	1						1		1	\$2,500.00	\$2,500.00	WHDH Boston (WHDH)		9/12/12
51.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	6P- 7 News at 6	1						1		1	\$2,500.00	\$2,500.00	WHDH Boston (WHDH)		9/12/12
52.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	10:59P- 7 News at 11 PM	1						1		1	\$3,500.00	\$3,500.00	WHDH Boston (WHDH)		9/12/12
53.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	10:59P- 7 News at 11 PM	1						1		1	\$3,500.00	\$3,500.00	WHDH Boston (WHDH)		9/12/12
54.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	11:31A- EXTRA WEEKEND	1						1		1	\$400.00	\$400.00	WHDH Boston (WHDH)		9/12/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date

Accepted-Station

Date

Comments

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**Advertiser** CROSSROADS GPS-POLITICAL (3050)  
**Agency** Crossroads Media, LLC (2105)  
**Product** POLITICAL ISSUE (1052)  
**Brand** Est 984 (27646)  
**Salesperson** Shiebler, Charles (1011)  
**Sales Office** WHDH  
**Buyer Name** /  
**Phone/Fax** 984  
**CPE** Local/Political Issue Agency  
**Account Types** Standard  
**Billing Type**  
**Comments**

WHDH-TV  
 7 Bulfinch Place  
 Boston, MA 02114-2977



Crossroads Media, LLC  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria, VA 22314

**Date Entered** 09/12/12  
**Last Modified** 09/12/12  
**Entered By** Charles Shiebler  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$41,377.50  
**Net Total** \$234,472.50  
**Sales Tax**

## WHDH Boston (WHDH)

**By Broadcast Month**  
 Sep. 2012 \$275,850.00  
**Grand Total:** \$275,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
55.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	11:31A- EXTRA WEEKEND	1						1		1	\$400.00	\$400.00	WHDH Boston (WHDH)		9/12/12
56.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	7:30A- 7 NEWS TODAY IN NEW ENGLAND 730A SUN	1							1	1	\$450.00	\$450.00	WHDH Boston (WHDH)		9/12/12
57.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	7:30A- 7 NEWS TODAY IN NEW ENGLAND 730A SUN	1							1	1	\$450.00	\$450.00	WHDH Boston (WHDH)		9/12/12
58.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	7:57A- TODAY SHOW-SUNDAY	1							1	1	\$1,000.00	\$1,000.00	WHDH Boston (WHDH)		9/12/12
59.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	7:57A- TODAY SHOW-SUNDAY	1							1	1	\$1,000.00	\$1,000.00	WHDH Boston (WHDH)		9/12/12
60.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	9A- 7 News Today In New England-Sun	1							1	1	\$1,200.00	\$1,200.00	WHDH Boston (WHDH)		9/12/12
61.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	9A- 7 News Today In New England-Sun	1							1	1	\$1,200.00	\$1,200.00	WHDH Boston (WHDH)		9/12/12
62.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	6P- 7 News at 6	1							1	1	\$2,500.00	\$2,500.00	WHDH Boston (WHDH)		9/12/12
63.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	6P- 7 News at 6	1							1	1	\$2,500.00	\$2,500.00	WHDH Boston (WHDH)		9/12/12
64.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	11:30P- 7 News at 11 PM	1							1	1	\$4,500.00	\$4,500.00	WHDH Boston (WHDH)		9/12/12
65.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	11:30P- 7 News at 11 PM	1							1	1	\$4,500.00	\$4,500.00	WHDH Boston (WHDH)		9/12/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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7 Bulfinch Place  
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### Agency

Crossroads Media, LLC (2105)

### Product

POLITICAL ISSUE (1052)

### Brand

Est 984 (27646)

### Salesperson

Shiebler, Charles (1011)

### Sales Office

WHDH

### Buyer Name

/

### Phone/Fax

984

### CPE

Local/Political Issue Agency

### Account Types

Standard

### Billing Type

Comments

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66 Canal Center Plaza  
Suite 555  
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Date Entered 09/12/12

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Headline #

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Order Type Normal

Package Deal

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Net Total \$234,472.50

Sales Tax

## WHDH Boston (WHDH)

By Broadcast Month Spots Rate

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66.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	11:55P- 7 SPORTS XTRA	1							1	1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		9/12/12
67.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	11:55P- 7 SPORTS XTRA	1							1	1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		9/12/12
68.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	12:30A- Extra Weekend	1							1	1	\$750.00	\$750.00	WHDH Boston (WHDH)		9/12/12
69.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	12:30A- Extra Weekend	1							1	1	\$750.00	\$750.00	WHDH Boston (WHDH)		9/12/12
70.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	11:30A- Access Hollywood	1							1	1	\$400.00	\$400.00	WHDH Boston (WHDH)		9/12/12
71.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	11:30A- Access Hollywood	1							1	1	\$400.00	\$400.00	WHDH Boston (WHDH)		9/12/12
72.0	Normal Line / SPOT	09/17/12-09/21/12	1	:30	6:30A- 7A (ET)	1	1	1	1	1	1			3	\$2,000.00	\$6,000.00	WHDH Boston (WHDH)		9/12/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Sunbeam Television Corporation, WHDH-TV, WLVI-TV, ThisTV does not discriminate on the basis of race, ethnicity, gender or national origin in any of its advertising practices.